

# CURRICULUM VITAE

## PERSONAL DATA

Name **NIKLAS JACOB** Damsgaard Jensen

## SUMMARY

- Università di Camerino - Teacher
- Fruithouse Copenhagen - Founder and Creative Director
- Studio Niklas Jacob - Owner and Designer
- Makio Hasuike & Co. - Design Manager
- MOMO DESIGN - Chief Designer
- Design Group Italia - Designer

## WORK EXPERIENCES

- Jan '05 – today **FRUITHOUSE COPENHAGEN ApS, Copenhagen, DENMARK**
- Job Position Founder and Creative Director
- Projects Brand strategy, design and management of projects in the following fields: sport articles, small household appliances, car accessories, computer peripherals, toy concepts, design and art direction (including photo session) of kitchens. Art direction, design and creative direction in the field of sanitary fittings.
- Clients Indesit Company SpA (Italy), Illy Caffè (Italy), Ostnor AB – FMM Mattsson & Mora Armatur (Sweden), Select Sport A/S (Denmark), MOMO S.r.l. (Italy), Logitech Group Inc. (USA), LEGO A/S (Denmark), HTH Køkkener A/S (Denmark), Nobia AB (Sweden), Multiform A/S (Denmark), New Max S.r.l. (Italy) etc.
- May '02 – today **STUDIO NIKLAS JACOB - ITALY**
- Job Position Owner and Designer
- Projects Design and management in the fields of: sanitary, car accessories, LCD televisions, audio products, sewing machines, medical, computer peripherals, safety doors, multimedia and corporate identity.
- Clients Stelton A/S (Denmark), Fratelli Guzzini SpA (Italy), Bang & Olufsen A/S (Denmark), Damixa A/S (Denmark), Bang & Olufsen Medicom A/S/Novo Nordisk A/S (Denmark), Logitech Group Inc. (USA), Bernina International AG (Switzerland), Invita A/S (Denmark), Kvik A/S (Denmark), Jamo A/S (Denmark), Dali A/S, DIBI Porte Blindate S.r.l. (Italy), Valli & Valli (Italy) etc.
- May '01 – May '02 **MAKIO HASUIKE & Co. - Milan, ITALY**
- Job Position Design Manager
- Projects Design management of studio projects, and key account management of Merloni Elettrodomestici S.p.A., new business development, public relations and implementation of new design processes.
- Clients Merloni Elettrodomestici S.p.A. – ARISTON brand (Italy), BODUM (Denmark/Switzerland)
- Mar '99 – May '01 **MOMO DESIGN – Milan, ITALY**
- Job Position Chief Designer
- Projects General studio management, implementation of new design processes and technology, public relations. Creating a successful staff of designers. Design management and design of projects in the following fields: car accessories, lifestyle products for the MOMO DESIGN

brand, including, leather goods, shoes, watches, sunglasses, motorcycle helmets. Furthermore design and management of projects in the electronic field such as audio systems for car and home and computer peripherals.

Clients MOMO S.p.A. (Italy), Automobile Lamborghini S.p.A. (Italy), Nissan (Japan), Lexus (Japan), Polk Audio Inc. (USA), Logitech Inc. (USA), MOMO DESIGN S.r.l. (Italy), Neostyle (Germany), Sordi S.p.A (Italy), DIBI Porte Blindate S.r.l. (Italy) etc.

Jan '98 – Feb '99 **MOMO DESIGN - Milan, ITALY**

Job Position Project Designer

Projects Design of car accessories and watches for the MOMO DESIGN brand.

Clients MOMO S.p.A. (Italy), MOMO DESIGN S.r.l. (Italy), MOMO CORSE S.r.l. (Italy), Sordi S.p.A (Italy) - Ralph Lauren (USA), Daihatsu (Japan) etc.

1997 **DESIGN GROUP ITALIA – Milan, ITALY**

Job Position Designer

Projects Design of an electric toothbrush and an electric bicycle.

Clients UNILEVER (Mentadent brand Italia), Merida Bicycles (Taiwan)

## **STUDIES**

1997 **POLITECNICO DI MILANO – Milan, ITALY**

Course Master Degree in Interior Design

Thesis Retail Design (workshop Maimeri, Italy)

Project Trade fair Stand

1996 **COPENHAGEN BUSINESS SCHOOL” – Copenhagen, DENMARK**

Courses: Diplomas in AutoCad 13 e diploma in 3D Studio 4.0

1993 – 1995 **THE INTERNATIONAL COLLEGE OF ARTS & SCIENCES – Milan, ITALY**

Course Diploma in Industrial Design

Projects Table-clock, blender, wall-mounted telephone, cellphone, kitchen for disabled, kitchen-recipe computer

Grades 120/120 – Cum Laude

1986 – 1989 **SANKT ANNÆ GYMNASIUM - Copenhagen, DENMARK**

Course Baccalaureate in languages and social science

## **LECTURING EXPERIENCES**

2017-2018 Teacher at the Università di Camerino in Ascoli Piceno, Faculty of Architecture, Department of Industrial Design. Course: *Laboratorio in Disegno Industriale 2*.

2017 Guest Teacher at Designskolen Kolding in Denmark: Courses: Form & Language, and Design For Commerce

2010 - 2013	Teacher at the Università di Camerino in Ascoli Piceno, Faculty of Architecture, Department of Industrial Design. Course: <i>Laboratorio in Disegno Industriale 2</i> .
2011	Teacher at the New Hampshire University at the Italian branch in Ascoli Piceno, teaching American students in English. Course: <i>Italian Design</i> .
2008 – 2009	Teacher at the Università di Camerino in Ascoli Piceno, Faculty of Architecture, Department of Industrial Design. Course: <i>Laboratorio in Disegno Industriale 1</i> .
2008 – 2012	Guiding Teacher at the Università di Camerino in Ascoli Piceno, Faculty of Architecture, Department of Industrial Design. Course: Master in Eco-Design. Leading workshops for the following participating companies: <ul style="list-style-type: none"> <li>- <i>Retail Revolution (2012)</i></li> <li>- <i>TM Italia (2011)</i></li> <li>- <i>Eusebi Arredamenti (2009)</i></li> <li>- <i>FAAM (2008)</i></li> </ul>
2009	Lecture at Design University Istituto Quasar in Rome Subject: - <i>The cultural differences between Italian Design and Danish Design</i> .
2007/2008	Lectures at the Università di Camerino in Ascoli Piceno, Faculty of Architecture, Department of Industrial Design. Subjects: - <i>The cultural differences between Italian Design and Danish Design</i> . - <i>The Design Process</i>
2001	Lecture at the Towson State University in Maryland, USA. Subject: - <i>The Artistic Approach of Italian design</i>
1999 – 2001	Collaboration with Politecnico di Milano, offering graduating students internships: hands on teaching of students at the studio of MOMO DESIGN, evaluation of students during the internship period.
1996	Lecture at Danmarks Tekniske Universitet (DTU), DENMARK. Subject: - <i>Design History</i>

#### **PUBLICATIONS:**

2018: Book (Denmark)	"IDEA", an exhibition book curated by Niklas Jacob
2016: Book (Denmark)	"REFLECTIONS" a book of aphorisms and thoughts on life.
2012: Book (Denmark)	"Explicit Design", an exhibition book on experimental works from 1997-2007
2011: Plast Design (Italy)	Feature on the squeezer designed for Stelton A/S (Denmark)
2009: Book (Italy)	"Triennale della ceramica d'arte contemporanea di Gualdo Tadino"
2006: Book (Italy)	"Wonderful Water World", Fratelli Guzzini/Nestlé Waters workshop
2006: DDN (Italy)	Feature <i>Design Community</i>
2006: DDN (Italy)	Feature <i>Design Community</i>
2004: GEAR (Denmark)	Interview and presentation of work
2004: Plast Design (Italy)	Interview on the impact of plastics in Italian Design
2003: High Fidelity (Denmark)	Interview and presentation of work, talking about audio design
2002: Bilmagasinet (Denmark)	Interview and presentation of work, talking about trends and technology of light alloy wheels
2002: W2GO (Denmark)	Interview on design
2002: ComputerWorld (Denmark)	Interview and presentation of work, talking about computer peripherals

#### **PROFESSIONAL SKILLS:**

Product Design, Design & Project Management, Art Direction, Branding, Design Strategy, Teaching & Guiding design students

#### **SOFTWARE:**

MS-Office, Coreldraw, Adobe Creative Suite

#### **LANGUAGES:**

Danish (5/5) mother tongue  
English (5/5)  
Italian (5/5)  
Norwegian (4/5)  
Swedish (4/5)  
German (3/5)  
French (2/5)